



Melanie Cash Training & Consultancy

Training Prospectus

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Customer Service

Course Name	Content	Suitable Candidates	Duration	Objectives
Communication Skills	Communication Skills Personal Impact Positive Language & Energy	Customer-facing individuals Individuals handling telephone calls <u>Level – Team Members & Team Leaders</u>	Half Day	To enable individuals to understand and be able to use good core communication skills, improve their personal impact and increase the use of positive language into their working lives.
Written Communication Skills	Effective Letter Writing Using Positive Language Communicating via Email	Individuals who communicate in writing <u>Level – Team Members & Team Leaders</u>	Half Day	To provide individuals with formats to follow to enable them to write more effectively in the workplace, using positive and professional language.
Customer Service Skills Workshop 1	Customer Service Principles First & Last Impressions Handling Guest Enquiries Effectively	Customer-facing individuals Individuals handling telephone calls <u>Level – Team Members & Team Leaders</u>	One Day	To give individuals a framework of Customer Service Principles which can be applied in the workplace and improve the impact they have when communicating with both guests and colleagues.
Customer Service Skills Workshop 2	Complaint Handling Developing Assertiveness	Customer-facing individuals Individuals handling telephone calls <u>Level – Team Members & Team Leaders</u>	Half Day	To give individuals a framework of Customer Service Principles which can be applied in the workplace and improve the impact they have when communicating with both guests and colleagues.
Up Selling/ Maximising Sales Opportunities	Being a Salesperson rather than an order taker Barriers to Selling 7 Ways for Successful Up Selling	Customer-facing individuals <u>Level:- Team Members & Team Leaders</u>	Half Day	To enable individuals to use a number of skills to increase sales from customers within their business and positively apply them in the workplace every day.

Telesales

Course Name	Content	Suitable Candidates	Duration	Objectives
Effective Enquiry Handling	Communication Skills Questioning & Listening Skills Selling against the competition Features & Benefits Selling Identifying Buying Signals Closing & Agreeing Next Steps Handling Objections Planning Proactive/Chase Calls and Sales Follow Up	Individuals handling incoming telephone calls <u>Level – Team Members & Team Leaders</u>	One Day	To introduce and practise the core communication and sales skills which can be used in the workplace to improve effective enquiry handling and increase revenues.
Telesales Researching	Identifying Sales Prospects The Research Process Understanding Decision Making Roles Selling against the competition Features & Benefits Selling Identifying Buying Signals Closing & Agreeing Next Steps Handling Objections Planning Proactive/Chase Calls and Sales Follow Up	Individuals responsible for proactive sales calls <u>Level – Team Members & Team Leaders</u>	One Day	To provide individuals with creative ideas and the core skills which can be used to effectively research sales prospects and practise how to use those skills to convert more prospects into confirmed sales.

Sales Training

Course Name	Content	Suitable Candidates	Duration	Objectives
Consultative Sales Techniques	Consultative Selling Situation, Problem, Implication and Solutions Questioning Effective Appointments Closing Techniques Handling Objections Sales Follow up	Individuals responsible for face to face, proactive sales activity <u>Level – Team Members & Team Leaders</u>	Two Days	To provide individuals with the basic selling skills to enable them to effectively identify customers' needs, how to develop creative solutions and overcome competitors to win the business.
Account Management Techniques	Defining Key Accounts The Account Management Process Writing an Account Plan Account Teams Buying Modes & Motivational Drivers Marketing within Key Accounts	Individuals responsible for face to face, proactive sales activity Individuals responsible for managing and developing key/national accounts <u>Level – Team Members & Team Leaders</u>	Two Days	To provide individuals with a framework to define and develop key accounts to ensure full penetration and maximise business potential from core business opportunities.
Territory Planning	How to plan your time & maximise effectiveness Identifying your priorities & key focus areas Understanding your Territory Planning Calls/Appointments Effectively	Individuals responsible for managing a sales territory <u>Level – Team Members, Team Leaders & Managers</u>	One Day	To provide individuals with methods and tools to improve their territory planning and personal effectiveness

Negotiation

Course Name	Content	Suitable Candidates	Duration	Objectives
Negotiation Techniques	The Four Stages of Negotiation Preparing for Appointments/Meetings Writing Proposals/Handling Tenders Understanding Decision Makers Buying Modes & Motivational Drivers Building Rapport Trading Concessions Closing & Handling Objections Negotiation Role Play	Individuals responsible for face to face, proactive sales activity Individuals responsible for managing and developing key/national accounts <u>Level – Team Members & Team Leaders</u>	Two Days	To enable individuals to use a process of stages to negotiation which will allow them to negotiate professionally and effectively to win more business
Showround Skills	Preparing for your Showround How to Meet and Greet Professional Showrounds to deliver Impact Customer Review Effective Follow Up	Individuals responsible for face to face, proactive sales activity within hotels, attractions and event venues <u>Level – Team Members & Team Leaders</u>	One Day	To enable individuals to follow specific guidelines to plan and deliver showrounds with impact and which match or exceed customer needs

Personal Effectiveness

Course Name	Content	Suitable Candidates	Duration	Objectives
Time Management	How to plan your time & maximise effectiveness Identifying your priorities & key focus areas Avoiding Interruptions Managing Emails Organising & planning Desk & File Management	Individuals who want to improve their personal effectiveness <u>Level – Team Members, Team Leaders & Managers</u>	One Day	To provide individuals with methods and tools to improve their time management and increase their personal effectiveness
Territory Planning	How to plan your time & maximise effectiveness Identifying your priorities & key focus areas Understanding your Territory Planning Calls/Appointments Effectively	Individuals responsible for managing a sales territory <u>Level – Team Members, Team Leaders & Managers</u>	One Day	To provide individuals with methods and tools to improve their territory planning and personal effectiveness
Presentation Skills	The need to present well Formulating & writing presentations Handling your fears Preparation for venue & audience Taking your audience with you Presentation role plays	Individuals who make presentations <u>Level – Team Members, Team Leaders & Managers</u>	One Day	To provide individuals with a process to plan and how to prepare effectively to deliver great presentations, adapted to a particular audience.

Management & Leadership

Course Name	Content	Suitable Candidates	Duration	Objectives
The Effective Manager	Stages of Team Growth Interview Skills Performance Management Effective Appraisals Coaching Techniques Delegation Planning & Organising Handling Stress Motivation	Individuals who manage or supervise others or who are moving into a role which will require them to in the near future. <u>Level - Team Leaders & Managers</u>	Three Days	To provide managers or supervisors with a core set of skills and processes to improve their ability to recruit, manage and develop others.
The Professional Coach	Developing Individuals in the workplace The Coach Model Giving & Receiving Feedback Planning & Preparation Personal Development Plans Annual Performance Reviews	Individuals who manage or supervise others <u>Level - Team Leaders & Managers</u>	One Day	To provide individuals with additional skills to coach, manage and develop their colleagues and improve team performance

Marketing

Course Name	Content	Suitable Candidates	Duration	Objectives
Sales & Marketing Planning	Understanding your Market Market Research Product Placement & Brand Value Competitor Analysis Writing a Sales & Marketing Plan	Individuals who are responsible for sales and marketing Individuals who want to develop their products and services to launch new products or target new markets <u>Level - Team Leaders & Managers</u>	Two Days	To provide a framework for individuals to gain a clear understanding of core marketing principles, how to carry out market research and produce a sales and marketing plan.